



CITY OF KIRKLAND

City Manager's Office

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MEMORANDUM

To: Transportation Commission
Planning Commission

From: Marie Stake, Communications Program Manager
Rob Mullin, Webmaster

Date: July 16, 2013

Subject: Demo: Citizen Participation Online Tool

As part of its communications efforts around the "Kirkland 2035: Your Voice. Your Vision. Your Future." public involvement campaign, the City has acquired an online tool to encourage citizen participation. The online tool provides citizens the opportunity to share ideas about general issues and concerns, comment on specific concepts, and interact with the city and other community members in conversations about topics.

Since City staff received an introduction to the product on July 12, the webmaster has been developing the site. It is anticipated to be launched at the July 31 Kirkland Business Roundtable event. All city communications will be implemented to introduce the site.

The product is called Citizen Participation Suite (formerly known as CivicIdeas) and is a product of Granicus. The City currently uses Grancius products for video streaming of City Council meetings and audio recordings of various board/commission meetings.

The site features five "tools" which are described further in the attached matrix.

1. Ideas prompt
2. Feature box
3. Forums
4. Discussions
5. Projects

A demonstration of what has been created for the City, as well as other sites (www.speakupaustin.org; www.thinkreno.org; speakupedina.org) will be presented to the Transportation Commission (July 24) and the Planning Commission (July 25).

The City is checking the availability of using the url domain *IdeasForum.kirklandwa.gov*. This url uses the City's main domain which is already familiar to many citizens.

Granicus: Citizen Participation Online Tool

Features of the Granicus Citizen Participation online tool are listed below in the order of the level of engagement. The tool features a quick and easy idea generator (“Ideas”) to a city-generated idea for public comment (“Forums”) to a detailed conversation about a particular issue and sub-topics (“Discussions”). The “Projects” feature is the broadest tool which allows the use of forums and discussions as well as a survey.

Site Tools	Engagement	User Submit Buttons	Example	Sub-features
<i>Ideas</i>	<p>Prompt question on homepage</p> <p>Idea Generator: Public submits any idea (Open Ideation)</p>	“Enter your idea here”	“How can Kirkland improve traffic congestion?”	<p>Administrator can “manage” ideas</p> <p>Must have account to see existing ideas; Vote/like existing ideas; Share via social media</p> <p>Can view “highest rated” and “most comments”</p>
<i>Feature Box</i>	<p>Can feature your “forum,” “discussion,” or “project” issue</p> <p>Can post content, video, images</p>	Depends what tool is used in feature box		
<i>Forums</i> <i>(Icon: thought bubbles)</i>	<p>Crowdsourcing: City generates a particular issue</p> <p>Open-ended; broad topic/issue and seeks citizen ideas</p>	“Submit an idea”	“We’ve heard concerns about unsafe boating on Lake Washington. How can the city best address this concern?”	<p>Administrator can comment on comments</p> <p>Tallies # of ideas and # of participants per issue</p> <p>Sets “closing” date (e.g. “Closes in 15 days”)</p> <p>Must have account to see existing ideas; Vote/like existing ideas; Share via social media</p>

Site Tools	Engagement	User Submit Buttons	Example	Sub-features
Discussions <i>(Icon: Light bulbs)</i>	<p>City-generated issue (overview) with breakout topics</p> <p>Users submit their ideas on how to address an issue by selecting a specific topic</p> <p>Users can comment on other users ideas (Conversation thread)</p>	<p>“Join the Conversation/Discussion”</p>	<p>Issue: Watercraft Safety</p> <p>Topics: Should the City adopt boat noise regulations? Should the City place more buoys in Juanita Bay?</p>	<p>Administrator can comment on comments</p>
Projects <i>(Icon: bull horn)</i>	<p>Can integrate “Forums,” “Discussions” and “Survey” tools</p>	<p>Depends how citizen wants to “participate”</p>	<p>Project: Cross Kirkland Corridor Master Plan</p> <p>Forum: Crossings Connections & Access</p> <p>Discussion: Goals and Vision Topics: Amenities Topic: Transit</p>	

Notes about system:

- Best viewed in Chrome browser
- Account set up: Email and password required
- Log in: Can require profile questions (e.g. address)

About City’s set up

- Anticipated Live Date: July 31, 2013
- Demonstration to Kirkland Business Roundtable, July 31, 2013
- Will feature Comprehensive Plan Update as Discussion and the Cross Kirkland Corridor Master Plan as a Project
- Will implement all city communications to raise awareness and encourage participation
- City Manager’s Office to be lead content administrator; I.T. Department to be lead technical support. Will expand administrators as system becomes more familiar.
- Hope to integrate its use at the October 19 Community Planning Day